



**FOR IMMEDIATE RELEASE**

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**Medical Society of Delaware Launches *Your Care is At Our Core* Advocacy Campaign**

Middletown, Delaware – March 3, 2026 – The Medical Society of Delaware is proud to launch the [Your Care is At Our Core Campaign](#) in partnership with the [American Medical Association](#) (AMA) to strengthen the bond between patients and their physicians, the foundation of health care.

Over the past few years, physicians have faced growing challenges ignited by battles over the COVID-19 pandemic, science and evidence-based care, and the prevalence of mis- and disinformation. These factors have distracted from what matters most – the connection between America’s physicians and their patients.

“Physicians are called to medicine to heal, to serve, and to advocate for their patients,” said AMA President Bobby Mukkamala, MD. “Yet increasingly, the bureaucratic red tape of health care is taking physicians away from their patients. Ensuring physicians have the time to give both personal and physical attention to those that they treat is essential for building a stronger health care system – one that supports our current and future physicians, empowers our patients, and bolsters the health of our communities.”

The data speak for themselves – 89% of patients agree that the doctor-patient relationship is central to health care, and 79% of patients agree that red tape bureaucracy makes it harder for physicians to provide the best care to patients.<sup>1</sup>

Unfortunately, decisions made by third parties like insurance companies, pharmacy benefit managers, hospitals, and others in health care are dramatically limiting the time physicians can spend with their patients – and the treatments physicians can provide to heal and bring comfort to their patients. Health care can be an especially vulnerable space for patients, and establishing a meaningful patient-physician relationship is necessary to build trust and provide the most effective care and treatment.

“Regardless of specialty, physicians universally entered the profession to help people live longer, healthier lives, not to fight administrative bureaucracy and red tape. This dedication to our patients is at the heart of what it means to be a physician and is central to the Your Care is

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<sup>1</sup> Results from a National Online Survey of 1,000 voters conducted March 8-10, 2023 on behalf of the AMA.

at Our Core campaign,” stated Brian J. Galinat, MD, MBA, President of the Medical Society of Delaware.

Physicians are fighting alongside their patients for less bureaucracy and more time. We will continue to amplify these efforts through the *Your Care is At Our Core* campaign.

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### **About the Medical Society of Delaware**

The Medical Society of Delaware is one of the oldest institutions of its kind in the United States and rich in history. Founded in 1776 and incorporated on February 3, 1789, the Medical Society of Delaware continues its support of physicians in their vigor and spirit to advance the profession, which was the basis for its creation. Our Mission is “*To guide, serve, and support Delaware physicians, promoting the practice and profession of medicine to enhance the health of our communities.*”

### **About the American Medical Association**

The American Medical Association is the physician’s powerful ally in patient care. As the only medical association that convenes 190+ state and specialty medical societies and other critical stakeholders, the AMA represents physicians with a unified voice to all key players in health care. The AMA leverages its strength by removing the obstacles that interfere with patient care, leading the charge to prevent chronic disease and confront public health crises, and driving the future of medicine to tackle the biggest challenges in health care.